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ABSTRACT

Developed as a result of the growing interest in public speaking in business and other professional sectors, this annotated bibliography contains recent citations of public speaking and related subjects in the popular press. The citations are drawn from trade journals, magazines, and books in print, rather than from scholarly or academic works. With the exception of the books, all the publications listed in the bibliography were published within the past five years. Brief abstracts are provided for each entry. (HOD)

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POPULAR READINGS IN PUBLIC SPEAKING

A Selected, Annotated Bibliography
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April, 1986

While public speaking has been a popular and important academic interest for many years, there seems to be a growing interest of this subject in business and other professional sectors. There has been, for instance, a proliferation of professional "success" magazines in the past ten years. This bibliography contains recent citations of public speaking and related subjects in the popular press. The citations in this bibliography are drawn from trade journals, magazines, and books in print. All scholarly or academic citations have been omitted from this bibliography. With the exception of the books, all of the publications selected for this bibliography were restricted to the past five years.

Articles in Magazines and Trade Journals

Adams, Jerry. "Fleet Takes Leisurely Tack in Public Speaking Program," American Banker, 150, November 25, 1985, 23-24. The author reports on a public speaking course developed for excutives. Discusses the advantages of the two and a half year "in-house" program over sending excutives to a two-day seminar, and mentions a few of the program's activies: videotaped rehersing, coping with hostile questions, press conferencing, and practicing for TV show-type panels.

Bennett, Janet. "Public Speaking: Guidance from Experts," Working Woman, 10, November 1985, 117-118. A short article which reviews advice given by speech consultants. Among the major points mentioned are: know your subject and audience; develop an interesting voice; be responsive to the audience; do not read the speech; use a conversational tone; know the room you are speaking in; and maintain a high level of energy and commitment.

Blitstein, Allen. "Mother Was Right: Employers Want Well-Spoken Candidates," National Business Employment Weekly, (College Career Edition), Spring, 1984. Reports on his nationwide survey (N=382 private businesses and government agencies) on employment and promotion trends. Study reveals that "oral communication skills" was listed as the most important factor in terms of hiring and promotion, above poise, appearance, writting skills, personality, grade point average, etc. Blitstein, professor of economics at Southwest State University and consultant in rural industrial development, also comments on the other major factors and the changes in recruiting trends over the past several years.

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Carter, Judy Langford. "How to Stand Up and Make a Speech in Public (Even When Your Knees are Knocking)," Redbook, 154, February 1980, 35. Anecdotes are presented of woman who overcame their fears and excelled in public speaking. Advises on how to prepare and gives rules for presentations: be specific, be enthusiastic, take your time at the start of the speech.

Crisp, Wendy Reid. "10 Secrets for a Sensational Speech," Savvy, October, 1985, 46. The author, who is also the editor of Savvy, offers a brief set of guidelines for public speaking. Though many of the suggestions are helpful, others run contrary to advice commonly given in public speaking textbooks; such as: "write down every word," and "never tell jokes."

Davis, Joann. "Eileen Prescott Starts a Speaker Management Firm," Publishers Weekly, 219, March 20, 1981, 33. A short report on a firm developed by Eileen Prescott to handle the booking of authors as public speakers. Advantages of the lecture circuit are given for both the authors and the publishers (e.g. creating an audience for a book).

Detz, Joan. "How to Control Q&A Sessions," Savvy, October, 1985, 46. This is a short but helpful article on this often overlooked subject. The author, who is author of How to Write and Give a Speech, tells how to handle hypothetical, pigeonholing, off-the-record, confrontational, and long-winded questions in a public situation.

Dunn, Donald H. "The Serious Business of Using Jokes in Public Speaking," Business Week, September 5, 1983, 93-94. The author emphasizes the importance of using humor while cautioning its practitioners of its pitfalls when used inappropriately: it can alienate your audience and you can "die by the joke." Advises using topical humor as opposed to lengthy jokes, not alerting the audience that a joke is coming, and having the joke checked for sexism, racism, and personal antagonism.

Emanuel, Lita. "Speak Up!," Seventeen, 39, November 1980, 71. A very short undeveloped article on how to be an expert speaker: (1) "practice till its perfect;" (2) "get psyched;" (3) relax by taking deep breaths before starting; (4) "enjoy yourself;" (4) and learn from your mistakes (but do not worry about errors).

Garcia-Barrio, Constance. "Speak-Easy: Making Presentations Without Falling Apart," Essence, 13, April 1983, 34+. Tells how to communicate effectively in a range of presentational situations starting with a "self-awareness program," where one analyzes ones own speech habits (e.g. mispronunciations). The author gives a number of considerations in preparing for the speaking assignment (e.g. anticipating questions) and then how to get off to a good start (e.g."never start by apologizing").

"Getting the Right Words at the Right Time," Business Week, October 1984, 116. A brief article in which several public speaking principles are mentioned in light of the presidential debates. Quoting several consultants, the articles suggests having a specific order in mind for presenting facts; citing two extremes and then presenting the middle ground; and suggests not using notes. "On TV, they [notes] are called 'idiot cards'for a reason."

Gite, Lloyd. "Giving that Winning Presentation," Black Enterprise, 14, September 1983, 49-52. Talks about the importance of researching the field and the audience prior to a presentation. Suggests writing out speech completely, rehersing several times, and taping speech to work out pronunciation difficulties and develop interest in the voice. Arriving early to the presentation, dressing for the occasion, and using visuals are also advised.

Hanigan, Maureen. "Mastering the Game off Q & A," Working Woman, 9, December 1984, 34,37. Guidelines are given for handling the question-answer session following a speech. The author gives advice on overcoming the "first question barrier" where the audience may be reluctant to begin asking questions ("plant a question with a friend," answer a commonly asked question yourself, or have written questions submitted before hand). The author then gives suggestions for handling a range of problems related to the question-answer session. Excerpted from her book The Secrets of Successful Speaking, Macmillan, 1980.

"How to Psych Up & Calm Down Before a Speech," Glamour, 83, October 1985, 56. A short article on what to do the night before, right before, and during a speech to relax and remain alert. Tips given are not often mentioned in similar articles (e.g. "don't drink caffeinated beverages... or alcohol" before the presentation, walk to where your are speaking to work off nervous energy, and go to the bathroom prior to the presentation.

Hulbert, Ann. "Lecture Circus," The New Republic, 184, May 30, 1981, 10-12. Talks about the revival of the lecture circuit, lecture bureaus, the "stars" the bureaus employ, and the business of lecturing. Compares the present-day development to the days of the Chautauqua movement. Offers reasons for the appeal of lecturing. Quotes Erving Goffman on the ritual of the platform.

Hunter, Bill. "Are You Ready to Face 'Sixty Minutes'?," Industry Week, March 9, 1982, 74-76. Interesting article on fairly recent public speaking concern: facing the cameras of investigative reporting. Tells of training courses offered by PR firms to help those in industry prepare for such encounters. Reasons are given why so many executives fail in such encounters, and offers a list of suggestions: use a positive approach, know your important points beforehand, don't let interviewers put words into your mouth, state conclusions first, beware of "off-the-record" questions, admit you don't know an answer when you don't, and be likable. Further discussed are the "dirty tricks" of television reporters.

Isaacson, Max D. "Public Speaking and Other Coronary Threats," The Saturday Evening Post, 252, July/August 1980, 45. Transcript of a speech about public speaking by a vice president of an oil company. Anecdotes and quotations from famous speakers are given. The importance of oral communication in everyday life is also emphasized.

Kanner, Bernice. "A Funny Thing Happened...," New York, 15, June 28, 1982, 14-16. Personal account of the author going through a two-day executive seminar in public speaking. The various techniques and topics are mentioned (videotaping, visual aid development, confidence-building session, etc.). The author casts a dubious eye such seminars.

Kennedy, Marilyn Moats. "10 Sure-Fire Tips for a Great Presentation," Glamour, 82, February 1984, 172. Founder of a management consulting firm and author of a book on office politics, Kennedy gives tips on public speaking ranging from organizing the presentation to what to eat before the presentation to the use of visual aids. Short article.

Kiechel III, Walter. "The Big Presentation," Fortune, 106, July 26, 1982, 98-100. The author presents three reasons why presentations are so important in corporate life: (1) "most executives prefer verbal communications" (they hate reading reports); (2) they facilitate the decision-making process by providing concrete examples; (3) they give the bosses a chance to "size up the underlings." Talks about preparing for the presentation and suggests not opening with a self-depricating joke. Also discusses the handling of visuals and questions.

Klien, Ralph E. "How to Speak Effectively at Technical Presentations," Computerworld, April 30, 1984, 56+. Discusses the problems that occured when people in technical professions give presentations (e.g. becoming "entangled in jargon and esoteric concepts."). Among his suggestions are: defining what one is going to say and to what degree; defining the audience; inspecting the place of presentation; and defining ones terms. Emphesis is placed on maintaining the interest of the audience who might easily be turned off by an overly technical presentation.

Kornblum, Annette. "Stage Fright in the Executive Suite," Nation's Business, 72, December, 1984, 56. 'Performance anxiety' is reported as being "widespread in the workplace but overlooked." Several case studies of phobic stage fright and treatment are presented as well as suggestions for overcoming moderate levels of stage fright: (1) know your material; (2) role-play; (3) allow for spontaneity; (4) do breathing exercises; (5) and seek professional help.

Laurence, Leslie. "A Spellbinding Speaker on the Sales Trail," Money, April, 1985, 27. A case study is given of Anne Sadovsky, a president of a Dallas-based real estate firm, who presented 200 seminars on "success" generating $170,000 income for her firm in 1984. A few qualities of her speaking abilities are offered: draws heavily from personal experience, speaks with "evangelical fervor," talks fast, and speaks of having a "winning attitude."

Leech, Thomas. "The Power of a Winning Public Presentation," National Underwriters (Life and Helath Edition) January 14, 1984, 8+. After giving a well-developed case study of a failed presentation, Leech, author of How to Prepare, Stage, & Deliver a Winning Presentation (AMACOM), offers the four " P's" of good presentations: planning, packaging, proofing, and practice. He also discusses the problems with using lecterns, viewing them as "dibilitating crutches." A helpful article, despite its brevity.

Leopold, Allison Kyle. "Improving Your Voice," Vogue, 175, May 1985, 362. Talks about how women hurt their delivery through flaws in the voice. Briefly mentions the origins of vocal problems and gives advice on developing a stronger voice. Also discusses physical aspects of a presentation which contribute to a weak delivery (mannerisms) and ways of improving the delivery.

LeRoux, Paul. "Mastering the Art of the Winning Presentation," Working Woman, 10, February, 1985, 84-86. LeRoux argues for the importance of being well-prepared for presentations and discusses a number of practical but often overlooked physical considerations. He suggests the best seating arrangement, the right way to use equipment (slide screen, lectern, microphone, projector, and lights), and advises when and when not to speak. Excerpted from his book Selling to a Group, Harper & Row, 1984.

LeRoux, Paul. "The Fine Art of Show and Tell," Working Woman, 10, September, 1985, 126-130. This article is primarily concerned with the use of visuals in presentations. The author debunks several myths concerning the use of words and numbers in visual presentations and suggests ways of converting ideas into pictures. He also offers tips on the appropriate amount of visuals and the right medium for the presentation.

LeRoux, Paul. "10 Sure-Fire Tips for a Great Presentation," Glamour, 82, October 1984, 260+. Gives advice on the physical aspects of delivering a presentation. Best and most original section is on what do do with the hands during a presentation. Suggest avoiding a "clasped hands" stance or the "cocktail party" hand-wave.

Linscott, Judy. "Getting On and Off the Podium," Savvy, October, 1985, 46. Practical advice is given on how to handle the "most important parts of a presentation:" the opening and closing. The author, a writer for New York Daily News, quotes communications consultants on presentational etiquette: what to do prior to your presentation, adjusting yourself to begin the speech, and creating a favorable impression with the closing.

Linver, Sandy. "How to Speak Better in Public," U.S. News & World Report, 90, April 6, 1981, 60-61. This interview with the author of Speakeasy covers a wide range of subjects related to public speaking including 'being yourself,' manuscript delivery, how to relax, and what to do with your hands during the speech. The author also suggests that the public speaking course can "sometimes create more problems than they solve."

Livner, Sandy and Nick Taylor. "Using Visual Aids," Working Woman, 8, May, 1983, 52. Authors discuss advantages of using visual aids, frequent problems with their useage, and describe the qualities of good visuals. Advantages and disadvantages of different types of aids are also given.

Machlowitz, Marilyn. "Speaking Out," Working Woman, 6, August, 1981, 77. A management psychologist talks about the career benefits of public speaking: both as a source of income and as a way to gain exposure in one's field. The author then discusses a number of ways to get started and provides citations for further readings.

Markley, Herbert E. "Speaking is a Valuable Asset," Industry Week, 216, January 10, 1983, 102. A brief and anecdotal article from a retired CEO on the importance of developing public speaking skills. The author suggests keeping the speech short and practicing delivery. He also mentions the support services commonly at an executive's disposal for assisting in the speech-making process.

McConnell, Charles R. "How You Can Speak More Effectively," Production Engineering, 29, September 1982, 34-36. Discusses how a professional engineer might be an "amateur speaker." For beginning speakers he advises preparing more material than necessary to avoid the embarassment of not filling the time allowed. Also advises finding out the technical level of your audience, preparing visual aids, avoiding verbal fillers, timing the speech beforehand, and using self-referential humor. Further offers suggestions concerning delivery, determining purpose, and organizing material.

Mereson, Amy. "When All Eyes Are On Your," Science Digest, 93, May 1985, 21. Stage fright is said to be common and treatable. Cites the work of psychologist Johnathan Cheek, speech specialist Gerald Phillips, Dale Carnegie, Toastmasters International, and the San Antonio Phobia Clinic. Briefly mentions various views of stage fright but does not offer any techniques for coping with the problem.

Miles, Mary. "Part II: Honing Your Presentation Skills," Computer Decisions, 17, May 21, 1985, 134+. Gives estimated percentages of working time spent in communication-related activities. Discusses the "Mitterling Method," a communication-style inventory, and advises speakers to adapt their speaking styles to the situation. Describes major types of styles and mentions factors that can influence the reception of a presentation.

Montcrieff, Frederick E. "Public Speaking: You're the Star," Real Estate Today, November/December 1984, 39-41. Offers public speaking tips for real estate presentations. Most importantly, he says, remember that you are the expert. He also advises on "capturing the audience" with the A.I.D.A. method: attention, interest, desire, and action. Also discusses rehersal time and visual support (graphics).

O'Malley, Christopher. "Making Quick Presentations," Personal Computing, 9, December 1985, 76-83. A thorough and excellent article on the new technologies which enable presenters to make visuals that are quick and professional looking. Reviews computer hard and softwares which have graphic capabilities. Points out the value of technologies in terms of time and money saved. Gives names and addresses of computer companies which specialize in software for graphics.

Paley, Maggie. "Modern Image Signal: Voice," Vogue, 174, August 1984, 337+. Author reports on her visits to a number of public speaking consultants in order improve her speaking abilities. Gives insights into the range of techniques used by those consultants and quotes them on their philosophies of public speaking.

Posner, Michael. "Tough Guy on the Campus Star-Maker Circuit," Macleans, 94, January 26, 1981, 10. Describes G. Gordon Liddy, who served time for his involvement with the Watergate conspiracy, and his subsequent ride on the college lecture circuit. Offers some of Liddy's comments to help explain his popular billing as "America's greatest speaker."

Raudsepp, Eugene. "When It's Your Turn to Speak at the Podium," Administrative Management, 43, June, 1982, 24,52. The authors makes suggestions for preventing speeches from "dying on the vine." Argues for extemporaneous speaking and offer ways to prepare for such a presentation. He also advises thorough practice, doing and audience analysis, having strong openings and concludsions, using visuals, and handling questions. Using humor in the presentation is also suggested.

Rogers, Natalie H. "How to Field Questions," Working Woman, 8, April, 1983, 144. Author of Talk-Power! (Dodd, Mead & Co., 1982), Rogers suggests calling on many different questioners, keeping answers brief, limiting the number of questions, and not getting into a discussion or debate with an audience member. In addition, she suggests repeating question and gives advice on how to handle "unanswerable questions" and how to anticipate questions. Good article.

Rosten, Leo. "How to Leave them Laughing," 50 Plus, 25, June 1985, 64-67. Gives advice on being humorous during a public presentation. Suggests not prefacing story or joke, identifying only the essential characters, showing that you enjoy your own joke, keeping your eyes on the audience, and using simple verbs. Offers several jokes to practice with. Article adapted from The Giant Book of Laughter (Crown, Inc. 1985).

Ryckman, W.G. "Don't Read Your Speech-Deliver It," National Underwriter (Health and Life Edition), January 14, 1984, 34-37. A lecturer in business adminsitration at University of Virginia, Ryckman gives three major words to keep in mind in preparing for a presentation: "assignment, audience, role." Then he explains the preparation process which includes throwing away the written speech and "rehersing from notes." Also advocates using a tape recorder and/or videotape to improve the verbal and nonverbal aspects of the presentation. Additionally, he offer advice on the question-answer session (e.g. planting a question with a friend in the audience).

Slecker, Elinor. "Audio Visuals and Meetings, " Meetings and Conventions, 18, August, 1983, 48-50. A review of Michael Kenny's book, Presenting Yourself (Eastman Kodak and John Wiley & Sons), which covers the book's major headings. Listed as a "must read," the book is commended for its considerations of the audience (physical arrangements and attention spans).

Steinem, Gloria. "Talking Revolution," Ms, 12, October, 1983, 108. Interesting article about the author conquering the fear of public speaking and developing as a public speaker (she calls it "a major hurdle" in her life). With the development her thinking on feminist issues, she found a voice and a forum to discuss those issues. Offers three important lessions she learned about public speaking: " (1) You don't die; (2) there's no one right way to speak, only your way; and (3) it's worth it." Also describes her most difficult audiences, discusses the importance of humor and mentions the personal rewards gained from her speaking engagements.

Stein, Herbert. "How to Introduce an Economist," Fortune, 104, November 30, 1981, 134-135. A humorous article on how not to introduce an economist and suggests that there is no need to introduce someone with a joke. "It only succeeds in irritating the economist, who then feels obliged to continue with other jokes."

Suid, Murray. "Speaking of Speaking," Instructor, 93, May, 1984, 56-58. Directed towards primary and secondary school instructors, this articles gives a number of excellent exercises aimed at getting students comfortable with public speaking from an early age. The specific skills of answering questions, listening, projecting, etc. are discussed. Many of the exercises are also aimed at helping students overcome their stage fright and thinking "on their feet." Excerpted from For the Love of Speaking and Listening, Monday Morning Books, 1983.

"Talking Your Way to the Top," Glamour, 79, February 1981, 218-219. Offers guidelines on how to handle a television interview, a speech, and a telephone interview. Guidelines come from a public relations consulting firm. Good advice, yet a very short article.

Trahey, Jane. Working Women, 5, October, 1980, 40. A short humorous article about women's tendency to be overly appologetic when things go wrong during public speaking. Suggests several ways to prevent things going wrong and better ways to handle it when various equipment (microphone, lights, etc.) fails.

Wiegand, Richard. "It Doesn't Need To Be Dull To Be Good: How to Improve Staff Presentations," Business Horizons, 28, July-August, 1985, 35-41. Wiegand, management communications professor at the University of Alabama, covers a broad range of subjects related presentational skills relevant to making a staff meeting more interesting and productive. Sets ground rules for staff presenters: (1) check time constraints; (2) make recommendations or conclusions early on; (3) use a conversational approach; (4) use visual and handouts; (5) evaluate and practice speaking techniques. He also gives "a checklist to use in private with presenters," and discusses the pros and cons of frequently used visual aids.

Wilentz, Amy. "Visions of Lecture Lucre," Time, 126, August 19, 1985, 20. Short article on the convention of the International Platform Association. Talks about the fees paid to the most popular speakers (Bob Hope, Paul Harvey, Jeane Kirkpatrick, etc.) and the competition amongst the "amateur" speakers.

Wolfe, John. "You Can Speak in Public," Reader's Digest, 122, May, 1983, 174-176. President of a communications training organization, Wolfe offers a number of suggestions to non-professionals on preparation and delivery. Concerning preparation he suggests: choosing the right subject, organizing logically, rehersing, and keeping notes to a minimum. Concerning delivery he suggests: making friends with the audience, never apologizing, and building to a climax.

Books

Adler, Mortimer J. How to Speak: How to Listen. New York: Macmillan Publishing Co., 1983. Adler discusses the sales talk and other forms of persuasive speech, lectures and other forms of instructive speech, listening with the mind's ear, question and answer sessions, how to make conversation profitable and pleasurable, and teaching and learning by discussion. A well-written book full of practical examples.

Allen, Steve. How to Make A Speech. New York: McGraw-Hill Book Company, 1986. Allen discusses such topics as overcoming stage fright, writing the speech, the importance of rehersing, how and when to employ humor, what to do if your audience knows more than you do, and serving as toastmaster. This an engaging how-to-do book full of examples of Allen's humor. An enjoyable, witty, and well-written book.

Blumenfeld, Esther, and Lynne Alpern. The Smile Connection: How to Use Humor in Dealing with People. Englewood Cliffs, N.J.: Prentice-Hall, Inc. (A Spectrum Book), 1986. The authors examine how, why, and when humor can make our lives richer and more pleasant. Much of the book treats humor in a wide range of human experience. That which makes this book relevent here are chapters on "The Power of Humorous Persuasion" in which the authors discuss the power of humor as a sales technique, and "Humor in Communication" where the authors discuss humor in speeches and the ingredients of a successful speech. An excellent, informative book with a superb section (35 pages) on "Humor Resources."

Bransford, John D. and Barry S. Stein. The Ideal Problem Solver: A Guide for Improving Thinking, Learning, and Creativity New York: W.H. Freeman and Company, 1984. Using their IDEAL (Identify, Define, Explore, Act, Look) framework, the authors show how potential problems both fit and are solved within this framework. Part of this book (10 pages) focuses directly on "Effective Communication," however, because of the close link between problem solving and communication, most of the book has useful application. Sections on "Improving Memory Skills," "Intelligent Criticism," and "From Criticism to Creativity" are well done. Numerous sources are cited.

Carnegie, Dale. How to Develop Self-Confidence and Influence People by Public Speaking. New York: Pocket Books, 1956. This is an edited edition of Carnegie's textbook on public speaking first written in 1926. It is designed to help readers develop poise, gain self-confidence, improve their memory, make their meaning clear, begin and end a talk, interest and charm their audience, improve their diction, and win an argument without making enemies. It is full of examples and enthusiastic practical advice. A motivated book, still in print.

Cialdini, Robert B. Influence: How and Why People Agree to Things. New York: Quill, 1984. Although this is not a public speaking book, per se, Cialdini provides readers with the foundations and techniques for effective persuasive communication. What causes people to say "yes" or "no" to ideas? He boils his findings down to six essential psychological principles: reciprocation, commitment and consistency, social proof, liking, authority, and scarcity. Although research based, and more sophisticated than most books on this list, Cialdini's is well worth reading. An interesting, challenging book.

Delz, Joan. How to Write and Give a Speech. New York: St. Martin's Press, 1984. This is a short book full of brief, interesting examples and resources. There are numerous lists and directives, italicized words, quotations and aphorisms, as well as famous lines from Churchill, George Bernard Shaw, Martin Luther, Benjamin Franklin, St. Paul and others. Brief and easy-to-read but lacking in depth and completeness characterizes this book.

Ehrlich, Eugene, and Gene R. Hawes. Speak for Success. New York: Bantam Books, 1984. Here is a comprehensive book full of practical advice. The authors cover the basics with chapters on such topics as self-enhancement, verbal and nonverbal communication, persuasion, manuscript speaking, using visual aids and humor, as well as speechwriting. An interesting book in which the authors tend to rely on description, and their own experience, more than on examples from others.

Eisen, Jeffrey. Powertalk! How to Speak It, Think It, and Use It. New York: Simon & Schuster, Inc., 1984. In this book Eisen combines assertiveness with communication. It is not a book on public speaking alone, however, Eisen lays out the essentials for effective delivery, style, using sound reason, and talking power. Also, he includes a section on salesmanship. It is a book full of interesting, business-related advice.

Eistein, Charles. How to Communicate: The Meaning, Selvesge & Lee Guide to Clear Writing and Speech. New York: McGraw-Hill Book Company, 1985. Here is a lively guide to style, clarity, and precision designed especially for businesspeople but useful to anyone whether you're writing to a senator or landlord or working on a speech. In the "preamble" to the book, the author disucsses the rules and when to break them. The second part of the book is a cross-referenced index of words, rules, subjects, and phrases with great examples. A useful book on the fine art of clear, persuasive communication.

Flesch, Rudolph. The Art of Plain Talk. New York: Collier Books, 1951. This is not a book on public speaking, however, the material applies directly and importantly. In it, Flesch explains how plain talk occurs and how people can get across what they want to say. How you can simplify your grammar, make your punctuation crisp, and pinpoint what is wrong with your speaking. This book is a model of plain talk-written in a colorful, precise, and easy-to-understand manner. His famous Readability Formula is explained in this book. Flesch offers good ideas for all communicators. Still available.

Frank, Milo O. How to Get Your Point Across in 30 Seconds or Less. New York: Simon and Schuster, 1986. Frank suggests that the 30-second message is at the heart of every effective business communication, whether you are talking to associates, selling an idea or product, writing a memo, making a business call, conducting a meeting, or giving a speech. This is a practical, skills-oriented book in how to prepare and deliver a 30-second message. He talks about getting attention, keeping interest, telling a story, and getting what you want. An interesting, enjoyable book with useful, brief, suggestions.

Hanigan, Maureen. Secrets of Sucessful Speaking. New York: Ballantine Books, 1983. Hanigan has written a book on voice improvement. In a very easy-to-read manner, she shows readers how they can improve the image they project with simple, basic exercises that strengthen speech. She shows how to relax, breathe, avoid a monotone, feel comfortable, eliminate verbal "tics," control nerves, and begin conversations. The actual preparation of a speech is covered in nine pages. Hanigan offers simple, practical advice.

Hegarty, Edward J. How to Talk Your Way to the Top. West Nyack, New York: Parker Publishing Co., Inc., 1973. In a book full of lists and points and very short paragraphs, Hegarty shows how to help others stay tuned to you, make sure your on-the-job speaking helps you, make sure what you say is clearly understood, keep your "big mouth" from holding you back, and develop the voice of an executive. Very basic, superficial approach to getting ahead in business.

Hoffman, Gloria, and Pauline Graivier. Speak the Language of Success. New York: G. P. Putnam's Sons, 1983. These author discuss creating a positive climate, giving others what they most want, listening for effectiveness, the dangers of saying too much, handling silence, reading others' moods, and recognizing hidden messages. They treat interpersonal, not public communication; however, many of their ideas apply to the public situation. An interesting book full of examples from the lives of the authors.

Humes, James C. Instant Eloquence: Public Speaking Made Easy. New York: Harper & Row, Publishers (Barnes & Noble Books), 1973. Humes' approach is to help readers prepare speeches quickly and painlessly. His formula: Exemplify, Amplify, Specify, and Electrify—spells E.A.S.E., and takes up 57 pages of this 247-page book. The rest of his book is a catalog of ice-breakers (23 pages), mind-wakers (124 pages), and soul-shakers (23 pages)—interesting examples and anedotes for speakers to use in their speeches. There are numerous catalogs of such anecdotes designed for public speakers; this one tends to be shorter and less-useful than most.

Humes, James. C. Talk Your Way to the Top. New York: McGraw-Hill Book Company, 1980. This book is designed for executives, or potential executives. The author deals with communication in the business conference, by telephone, in the job interview, and in reference to reporters. But 72-pages of this 169-page book is devoted to public speaking: choosing topics, organizing material, writing out speeches, reading speeches, controlling fear, handling visuals, and dealing with hostile questions. The book is simple and practical.

Isaacson, Max D. How to Conquer the Fear of Public Speaking & Other Coronary Threats. New York: Farnsworth Publishing Company (a Longman Group Company), 1984. Isaacson can convince you that public speaking can be fun! How can you take the terror out of the experience? The book is filled with quotations from prominent personalities, techniques, and examples. It is an enjoyable, witty, motivating book that discusses ways to chase the jitters, how to get laughs, find outstanding speech material, and prepare winning speeches. An enjoyable book full of stimulating ideas.

Kebbe, Charles. Profitable Public Speaking. New York: Anthenaum, 1983. A short book (96 pages) but covers a wide range of public speaking concerns in a "how to" fashion. Chapters such as "How to Speak Slowly," "How to be Yourself," and "How to Handle Your Hands" makes this a surprisingly helpful book. The book also includes a section on teaching public speaking to others.

Kenny, Michael. Presenting Yourself. New York: John Wiley & Sons, Inc., 1982. This is an Eastman Kodak Company book- lavishly and slickly produced in a highly visual manner. It is a book for the businessperson who makes presentations and includes more than 100 colorful photographs and 175 pages pages of explanation. It is especially designed for those who plan to make use of technical equipment such as slides, but the suggestions for preparation, organization, and delivery are direct straightforward. Interesting, useful, and clear material.

Leech, Thomas. How to Prepare, Stage, and Deliver Winning Presentations. New York: Amacom, 1982. A useful handbook covering many different aspects of giving professional presentations. Two major sections are on a "systems approach" to presentations and special presentational situations (e.g. team presentations, international presentations, speaking from a manuscript). Gives many lists and points. Thorough and well-written.

LeRoux, Paul. Selling to a Group: Presentation Strategies. New York: Barnes & Noble Books, 1984. Author states that the "book is not about public speaking- it's about selling to groups," but admits similarities as well suggests differences. Gives very explicit and helpful advice on delivery, visual aids, staging a presentation, and handling a question and answer session. This book is most helpful when discussing the technical aspects of presentations.

Linkletter, Art. Public Speaking for Private People. Indianapolis: The Bobbs-Merrill Company, Inc., 1980. A chatty book on public speaking by the well-known television personality. Gives considerable suggestions on many aspects on public speaking but the best sections are "The Non-Joke-Teller's Guide to Telling Jokes" (Chapter 5) and "Talking on the Tube" (Chapter 16).

Livner, Sandy. Speak Easy: How to Talk Your Way to the Top. New York: Summit Books, 1979. This book grew out of the classes and seminars Livner conducts out of her consulting firm, Speakeasy. The book focuses on the spoken image— how we use the words, the sound of our voices, and the way we use our bodies as we speak. Having a strong spoken image means feeling relaxed and in control in front of an audience, conveying authority and energy, and demonstrating an awareness of the people to whom we are speaking. A useful, practical, very informative book on delivery.

Livner, Sandy, with Nick Turner. Speak and Get Results: The Complete Guide to Speeches and Presentations that Work in any Business Situation. New York: Summit Books, 1983. The author claims to provide all the techniques, step-by-step, for preparing and delivering any speech or presentation your career will demand of you. The book is based on Livner's ten years of experience as president of Speakeasy, Inc.. She focuses most on the careful planning necessary for effective speaking. This is a practical, fairly complete (286 pages) examination divided into two parts: (1) organizing your content and (2) developing a style. Fifty pages of interviews with "natural" (natural speakers) concludes the book. A useful, insightful book.

Micali, Paul J. How to Talk You Way to Success: The Secrets of Effective Business Communication. New York: E.P. Dutton, Inc., 1983. Micali treats the basics, as well as bad habits, vocabulary, nervous tension, physical tension, creating impact, experience, and gaining the upper hand. Micali shows readers how to master the simple skills for making sales presentations, leading a dynamic meeting, and making effective telephone contacts. This is a very basic, simple approach.

Miller, Sherod, Daniel Wackman, Elam Nunnally, and Carol Saline. Straight Talk. New York: The New American Library, 1982. The authors have divided this book into three parts: the style and substance for communication, skills for saying what one really means, and ways to make contacts—connecting. This book is a guide for relating to people in an emotionally healthy way. It is full of useful, practical advice.

Nelson, Robert B. Louder and Funnier: A Practical Guide for Overcoming Stagefright in Speechmaking. Berkeley, Calif.: Ten Speed Press, 1985. If you are familar with Ten Speed Press publications and illustrations, this book fits into their now "classic" mode. Nelson divides the book into three sections: (1) "Preparing for the Stage," in which he explains and analyzes speaking fears and develops a plan for overcoming stagefright, (2) "In the Limelight," in which he shows how to control and channel anxiety while speaking, and (3) "After the Applause," in which he considers skills and theories for the long-term resolution of the fear of speaking. Although there are no sources cited, the book is useful, practical, and short (115 pages total).

Pendleton, Winston K. Complete Speaker's Galaxy of Funny Stories, Jokes and Anecdotes. West Nyack, New York: Parker Publishing Company, Inc., 1979. Pendleton has provided speakers with a useful dictionary designed to "provoke spontaneous reaction to your next speech" (p. 7). Pendleton claims the material here is "audience-tested, laugh-getting material" (p.7). 829 stories are offered.

Robbins, Larry M. The Business of Writing and Speaking: A Managerial Communication Manual. New York: McGraw-Hill Book Company, 1985. The basic premise of this book is that clear communication is a prerequisite for success. In this specific book, Robbins integrates basic skills, intellectual inquiry, and specific topics of communication applicable to the professional world. The first section of the book deals with the general principles of communication. After a section on writing, he provides a section on general principles of speaking, and concludes with a section on common types of oral presentations. With a three-page bibliography, end-of-chapter questions, and an appendix, this is more like a brief (223-page) textbook than a typical trade book.

Rogers, Natalie H. Talk-Power: How to Speak without Fear, A Systematic Training Program. New York: Dodd, Mead & Company, 1982. The author is responding to a oral communication course she took which did not address the fear of speaking in public. Rogers centers her method of public speaking around fear as the basic problem. Her coping methods come from three sources: (1) behavior modification, (2) theatre, and (3) speech crafting. Cites none of the research on speech anxiety, but gives many specific exercises in a "building-block approach."

Sarnoff, Dorthy. Speech Can Change Your Life: Tips on Speech, Conversation, and Speechmaking. New York: Dell Publishing Co., (A Dell Book), 1970. Sarnoff has divided her book into three parts: (1) "Sound as Good as You Look," (2) "Conversation," and (3) "The Speech." An appendix of "Speech Cosmetics," "Readings for Color and Effectiveness," "Punchliners," and "References," occupies 126 pages of this 357-page book. This is an informal, practical book full of suggestions. She uses numerous examples to buttress the lively writing style.

Shea, Gordon. Managing a Difficult or Hostile Audience. Englewood Cliffs, N.J.: Prentice-Hall, Inc. (A Spectrum Book), 1984. Shea makes it clear that this is not a book on public speaking although it contains many ideas that can help readers make a first-class speech or presentation. It is a book on how to work productively with audiences and groups when hostility, fear, apathy, boredom, or defeatism shadow the proceedings. It is a practictioner's book designed for speakers or leaders. It is full of practical ideas and techniques. A brief bibliography is included. Shea emphasizes preparation and presents a clear, useful, and informative book.

Simmons, S.H. How to Be the Life of the Podium. New York: AMCOM (A Division of American Management Associations), 1982 Basically, this is a 294-page private collection of openings, closings, jokes, anedotes, and philosophical comments which Stephen O. Frankfurt has used to enhance and enliven the many speeches he has given. It is not designed to tell you how to deliver a line, improve your phrasing, or use a microphone. The book supplies the reader with a wealth of material to help speakers get into their talk, enliven it along the way, and get off while the getting is good. Many practical suggestions are tossed in for beginning speakers. A fun and somewhat useful book.

Snell, Frank. How to Stand Up and Speak Well in Business. New York: Cornerstone Library, 1977. Snell is a businessman writing with the problems of the business speaker clearly in mind. This is a practical, concise guide designed to show busy executives how to speak on their feet. He discusses how to command an audience, direct your fire, say what you mean, sell your idea, prove your point, and get action. This is a simple, practical, basic book.

Snyder, Elayne. Speak for Yourself--With Confidence. New York: New American Library (A Signet Book), 1983. Here is a layman's public speaking textbook--informative, interesting, and complete. Effective public speaking requires time, effort, practice, and patience; there are few shortcuts for excellence. Snyder offers guidelines for thorough preparation and practice. For a trade book on public speaking, you won't go wrong with this one.

Spicer, Keith. Winging It. Garden City, N.Y.: Doubleday & Company, Inc., 1982. An excellent book on impromptu speaking or (more precisely) speaking without notes. Spicer, a journalist, political commentator, and talk show host, offers compelling arguments for developing a spontaneous speaking style. Gives many formulas and exercises for mastering the technique and importantly tells "When Not To Wing It" (Chapter 10). Well worth reading.

Turner, William. Secrets of Personal Persuasion. Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1985. Turner draws from real-world experiences to clarify and amplify his concepts. He provides success secrets designed to help people operate successfully with other individuals, in small groups, and before large audiences. An interesting book full of practical advice.

Valenti, Jack. Speak Up With Confidence: How to Prepare, Learn, and Deliver Effective Speeches. New York: William Morrow and Company, Inc., 1982. This is a practical, entertaining book. Valenti offers advice on all aspects of planning, writing, memorizing, and delivering a speech. He gives particular emphasis to length, content, and the importance of knowing when, where, and to whom one is speaking. The book is full of anecdotes and examples from well-known personalities--the rich and famous. This a brief (152-page) personal-experience report that is simple and enjoyable.

Wilbur, L. Perry. Stand Up- Speak Up- or Shut Up. New York: Dembner Books, 1981. A general guide on public speaking written in an "easy-to-read" style. Covers the different types of speeches, preparing speeches, different styles of delivery, and "P.T. Barnum's Sure-Fire Recipe for Success." Gives ideas for speech topics. While parts of the book are useful, the book as a whole lacks depth and consistency in terms of quality.

Write Better, Speak Better. Pleasantville, New York: The Reader's Digest Association, 1977. This is a reference guide designed to help perfect the arts of good speaking and good writing. It is a 730-page compendium full of examples for conversation, telephoning, interviews, selling, running meetings, beating stage fright, and the various aspects of speech preparation, development, and delivery. Part four is on the voice. This is a well-written resource full of information and ideas.

Wydro, Kenneth. Think On Your Feet: The Art of Thinking and Speaking Under Pressure. Englewood Cliffs, New Jersey: Prentice-Hall (A Spectrum Book), 1981. Wydro offers dozens of exercises, examples, and insights into the creative process of quick thinking. This is an especially useful book for those called upon often to give impromptu speeches. A useful, informative book full of practical suggestions.

Zenker, Arnold. Mastering the Public Spotlight. New York: Dodd, Mead & Company, 1983. By the "leading image-maker for America's top executives," this book covers both familiar and unfamiliar subjects related to public speaking. Discusses appearance in detail (mustaches, hair transplants, eye glasses, etc.) but glosses over the subject of stage fright. Best section is on televised interviewing.